MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BMK 2024 – CONSUMER BEHAVIOR
(All section / Groups)

2 JUNE 2016
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **TWO (2)** pages (*excluding* the cover page) with 5 questions only.

2. Answer **ALL** questions.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION ONE

Maslow's hierarchy is a well-known approach to specify the relative priority assigned to different needs. Discuss how companies can tailor their marketing efforts more effectively and efficiently to a segment's needs based on your understanding of Maslow's hierarchy of needs.

(20 marks)

QUESTION TWO

Consider the following results for a TV set, based on Fishbein's multiattribute model:

Attribute	Evaluation	Brand Belief
Clear picture	+3	+2
Low price	+2	-1
Durable	+3	+1
Attractive cabinet	+1	+3

(a) Calculate the overall attitude score.

(2 marks)

(b) Calculate the maximum overall score a brand could receive given the current set of attribute evaluations.

(2 marks)

(c) Describe the product's strengths and weaknesses as perceived by consumers.

(6 marks)

(d) Identify all possible changes that would enhance brand attitude.

(5 marks)

(e) Which change would lead to the greatest improvement in attitude?

(5 marks)

Total: (20 marks)

QUESTION THREE

(a) Discuss any four characteristics of opinion leaders.

(10 marks)

(b) Discuss any five situations where the personal influence in the form of opinion leadership is most likely to occur with appropriate examples.

(10 marks)

Total: (20 marks)

Continued...

QUESTION FOUR

(a) Discuss the dangers of over exposure and suggest a solution to solve the problem.

(10 marks)

(b) Explain the meaning of "learned" attention-inducing stimuli and suggest how a company can use it to attract consumers' attention in its promotional campaign with two appropriate examples.

(10 marks)

Total: (20 marks)

QUESTION FIVE

(a) Explain what classical conditioning approach is, and discuss why this approach is attractive to companies who are interested in shaping consumers' opinions.

(10 marks)

(b) *"Product endorsers can help shape consumers' product opinions in many ways. However, marketers are very careful in selecting endorsers to support the advertising idea due to the issue of match-up hypothesis".*

With reference to the above statement, provide your understanding and justification on the issue of match-up hypothesis in selecting product endorses with appropriate examples.

(10 marks)

Total: (20 marks)

End of page.